

REMARKS

Claims 1-2, 5, 7, 8, 10, and 14-20 are amended to specify that the plurality of host Web pages comprise substantially non-commercial content provided by the partners relating to the theme. Claims 1-2, 7, 14, and 16-20 are amended to specify that user access to the substantially non-commercial content is tracked. Claim 5 is amended to specify that the host Web site comprises substantially non-commercial content provided by the partners dedicated to the theme. Support for the amendments can be found at paragraphs [0042], [0046], and [0061].

Claims 1-20 are currently pending. The Applicants respectfully request reconsideration of the application as amended.

NO NEW ISSUES

Applicants submit that no new issues are presented by this Amendment B. In particular, the claims previously presented by Amendment A recited that the content "**is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.**" As noted below, Applicants submit that the claims previously presented by Amendment A are patentable over the cited reference. Applicants have amended the claims by this Amendment B merely to clarify that the content is substantially non-commercial information, which is consistent in claim scope previously presented by Amendment A. Applicants submit that this Amendment B clarifies that non-commercial content is both provided and tracked without narrowing the claims. Thus, no new issues are presented.

**I. Rejection of Claims 1-2, 7-8, 10-14, and 16-20 Under 35 U.S.C. 103(a)**

The Examiner rejected claims 1-2, 7-8, 10-14, and 16-20 as being unpatentable over Skinner, US Publication No. 2002/0101137 under 35 U.S.C. 103(a).

The Office action identifies the Skinner reference as US Publication No. 2002/0101137. This publication number, however, is a reference by Tanikawa et al. entitled, "Piezoelectric actuator and its manufacturing method and ink-jet printhead." After studying Tanikawa et al., the Applicants believe that the Examiner inadvertently cited Tanikawa et al. when Skinner, U.S. Pub. No. 2004/0107137, was the intended reference. For this reason, the Applicants' response to the Office action is submitted under the belief that the identified paragraphs in each rejection are those of Skinner and not Tanikawa et al. Furthermore, it is believed that Tanikawa et al., US Pub. No. 2002/0101137 which was identified in the Notice of References Cited provided with the Office action was a typographical error, and that Skinner, U.S. Pub. No. 2004/0107137, was the intended to be listed.

**Applicants renew for a second time** their request for a corrected Notice of References Cited. Applicants note the Notice of References Cited which was enclosed with the Office Action mailed June 22 continues to identify Tanikawa and not Skinner.

Applicants submit that each and every element as set forth in the recited claims, as amended, is not found in the Skinner reference. Thus, the cited reference does not anticipate the claims. Reconsideration is therefore respectfully requested of the rejection of claims 1-2, 7-8, 10-14, and 16-20 under 35 U.S.C. 103(a) as being unpatentable over Skinner.

Claims 1-2, 7-8, 10-14, and 16-20, as amended, are directed to an integrated web ring (IWR) site of a host and a plurality of partners for providing and managing information relating to a theme and for tracking access to the information by users. The IWR site comprises, among other elements, a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme and tracking software for monitoring user access to the substantially non-commercial content on the host Web pages, wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Skinner, U.S. Pub. No. 2004/0107137, discloses an automated web ranking system for monitoring online marketing media and maximizing the effectiveness of advertising through banner ads, click-through search engines, links, affiliate programs and other advertising media. See Skinner, paragraphs [0011] and [0035]. The system includes a tracking engine that records the date and time a user clicks on an advertiser's listing or banner ad.

Skinner does not disclose an integrated web ring site wherein tracking software is utilized for monitoring user access to substantially non-commercial content, wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences. In fact, the Examiner's arguments (pointing to Fig. 2, items 38,40 and paragraphs 0006, 0008, 0040 and 0044) confirm that Skinner is limited to "a tracking engine" to keep track of access to advertiser banners (see last paragraph on page 3 of the Final Office action). Applicants note that Fig. 2 of Skinner only

shows an advertiser 42 and an advertiser database 44. Thus, the presently claimed invention tracks user access to substantially non-commercial content related to the theme which is provided by the partner Web page, and not merely advertising, as taught by Skinner.

The Examiner incorrectly addresses this issue and notes the following on the top of page 4 of the Final Office action:

The content is information other than simple links, short descriptions of the links, banners ads, promotion graphics or short sentences: (Skinner discloses advertiser purchase space on the host pages to popular their commercial websites: [0006]; [0008].

However, paragraphs 0006 and 0008 of Skinner are limited to advertising:

[0006] **Advertisers** may also choose banner **advertising** to promote and increase their web exposure. In the banner **advertising** model, **advertisers** purchase space on the pages of popular commercial web sites. The **advertisers** usually fill this space with a colorful graphic, known as a banner, **advertising** their own web site. The banner may act as a hyperlink that a visitor may click on to access the site. Banner **advertising** on the Internet is typically priced on an impression basis, with **advertisers** paying for any exposure of the banner ad to potential customers, i.e., each time the web page with the banner is viewed. While banners may be displayed at every page access, on search engines they may be targeted to search terms. Banner **advertising** may also be sold on a fixed fee basis.

[0008] Pay-per-click search engines, portals, or any web site that is paid to display a listing, referred to herein as Online Marketing Media ("OMM"), typically report back data on the effect of that **advertising**. Most OMM's have a monitoring interface, such as a URL Position Manager.TM., which allows an **advertiser** to constantly monitor, update, and/or reposition a listing. However, **advertisers** typically make several bids per day on a large number of search terms. Consequently, monitoring a particular listing to determine when and where **advertising** is effective and which search terms are producing the most results can become burdensome. In addition, manually raising and lowering bids generally takes a substantial amount of time, and the positioning resulting from these bids is not guaranteed for any period. Furthermore, with manual manipulation of bids, bid gaps are difficult to recognize and control. A bid gap occurs when **advertisers** are bidding more than they must for a certain position or search result ranking. In these cases, **advertisers** often pay more per click than is necessary to

maintain optimal ranking or premium placement in the directory search engines. The result is that many sites do not draw nearly the amount of traffic that they could with continually optimized bid positioning management. Therefore, an automated bid monitor becomes essential. Some Web-based tools profess to help the **advertiser** protect their ranking and positioning problems through bid monitoring and bid management. These bid monitors help identify bid gaps, but do nothing to automatically correct bid gaps or to determine if and when search terms are effective in directing Internet traffic to an **advertiser's** web site. Consequently human attention and input is required. (emphasis added).

Thus, it is clear that Skinner is limited to tracking advertising so that the claims directed to tracking non-commercial content are patentable.

In summary, the integrated web ring (IWR) site specified in claims 1-2, 7-8, 10-14, and 16-20 are patentable over Skinner because the reference teaches advertising tracking only and does not disclose tracking substantially non-commercial content, as recited, and thus fails to disclose all the elements of claims, as amended. For the above reasons, the Applicants respectfully request withdrawal of the rejection of claims 1-2, 7-8, 10-14, and 16-20 under 35 U.S.C. §103(a).

## **II. Rejection of Claims 5, 9 and 15 Under 35 U.S.C. 103(a)**

The Examiner rejected claims 5, 9 and 15 as being unpatentable over Skinner in view of Knapp et al., US Patent No. 6,769,010. Applicants submit that each and every element as set forth in claims 5, 9 and 15, as amended, are not found in either the Skinner or the Knapp et al. references, either taken separately or in combination. Thus, the cited references do not anticipate the claims. Reconsideration is therefore respectfully requested of the rejection of claims 5, 9 and 15 under 35 U.S.C. 103(a) as being unpatentable over Skinner in view of Knapp et al.

Claims 5, 9 and 15, as amended, is directed to a method and site of adding retail partners to an Integrated Web Ring (IWR)

site that provides a host Web site comprising **substantially non-commercial** content provided by the partners dedicated to a theme, the IWR site comprising partner Web pages, wherein the host Web site is accessible by users, each partner providing at least one partner Web page comprising **substantially non-commercial** content related to the theme of the IWR site accessible by links from the host Web site, wherein at least some of the partners are retailers offering products whose sale via the IWR site brings commissions to the host.

Knapp et al. disclose an apparatus for distributing information over a network, where in one embodiment **advertising** revenue or access revenue obtained from the website (host) are shared with the contributor (partners). Knapp et al. do not disclose a method wherein partners offering products whose sale via an integrated web ring brings commissions to the host.

The method and site specified in claims 5, 9 and 15 are not anticipated by Knapp et al. because the reference does not disclose all the elements of claims 5, 9 and 15, as amended. For the above reasons, the Applicants respectfully request withdrawal of the rejection of claim 5 under 35 U.S.C. §103(a).

**Regarding claim 9:** The Examiner rejected claim 9 as being unpatentable over Skinner, US Publication No. 2002/0101137 further in view of Knapp et al., US Patent No. 6,769,010, under 35 U.S.C. 103(a).

Claim 9 depends from claim 7 and is directed to an integrated web ring (IWR) site of a host and a plurality of partners for providing and managing family, mothering, fathering, child raising, child development, education, entertainment, family, finance, health, home and garden, shopping, community or other parent information or interests information relating to a parenting theme. The IWR site

comprises a plurality of partner Web pages relating to the theme and provided by the partners; a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme; a link from the host Web site to a selected partner Web page; a common navigational tool provided by the host Web site for searching and accessing only the host Web pages and the selected partner Web page; and a tracking software, said software tracking user access to the substantially non-commercial content; wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

The Skinner and Knapp et al. references are described above in detail.

Neither Skinner nor Knapp et al., either individually or in combination, disclose or suggest an integrated web ring site wherein tracking software is utilized for monitoring user access to the substantially non-commercial content wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Because all of the elements of claim 9 are not disclosed or suggested by the cited references, claim 9, as amended, is not obvious in view of Skinner, further in view of Knapp et al. For the above reasons, and for the reasons, the Applicants respectfully request withdrawal of the rejection of claim 9 under 35 U.S.C. §103(a).

**III. Rejection of Claim 4 Under 35 U.S.C. 103(a)**

The Examiner rejected claim 4 as being unpatentable over Skinner, US Publication No. 2004/0107137 in view of Han, U.S. Publication No. 2001/0044800, under 35 U.S.C. 103(a).

Claim 4 depends from claim 2 and is directed to a method for controlling information relating to a theme, the information being available on an integrated web ring (IWR) of a host and a plurality of partners. The method comprising the steps of providing a plurality of partner Web pages comprising the information and provided by the partners relating to the theme; providing a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme; authorizing the host to select a partner Web page comprising the information; providing a link from the host Web site to the selected partner Web page; tracking user access to the substantially non-commercial content; and allowing the host to index the partner Web page as it appears on the host Web site; wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

The disclosure of Skinner is described in detail above.

Han discloses a system and method of organizing information wherein search terms can be indexed against a knowledge wherein associations can be made between search terms and web pages, URLs and the like. See Han, paragraphs [0001] and [00012] and abstract.

Neither Skinner nor Han individually or in combination disclose or suggest a method wherein tracking software is utilized for monitoring user access to substantially non-commercial content on a partner Web page, wherein the

**substantially non-commercial** content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences. Thus, the presently claimed methods track user access to **substantially non-commercial** content related to the theme which is provided by the partner Web page, and not merely to simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Because all of the elements of claim 4 are not disclosed or suggested by the cited references, claim 4, as amended, is not obvious in view of Skinner, further in view of Han. For the above reasons, and for the reasons, the Applicants respectfully request withdrawal of the rejection of claim 4 under 35 U.S.C. §103(a).

**IV. Rejection of Claim 3 Under 35 U.S.C. 103(a)**

The Examiner rejected claim 3 as being unpatentable over Skinner, US Publication No. 2004/0107137 in view of Percival, U.S. Publication No. 2004/0039795, under 35 U.S.C. 103(a).

Claim 3 depends from claim 2 and is directed to a method for controlling information relating to a theme, the information being available on an integrated web ring (IWR) of a host and a plurality of partners. The method comprising the steps of providing a plurality of partner Web pages comprising the information and provided by the partners relating to the theme; providing a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme; authorizing the host to select a partner Web page comprising the information; providing a link from the host Web site to the selected partner Web page; tracking user access to the **substantially non-commercial**

content; and allowing the host to modify a title of the partner Web page as it appears on the host Web site; wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

The disclosure of Skinner is described in detail above.

Percival discloses a Web page authoring system and method wherein a user can update variable substantially non-commercial content Web pages. See Percival, paragraph [0001]. Percival discloses that the title that appears at the top of a Web page can be customized by a user. See Percival, paragraph [0163].

Neither Skinner nor Percival individually or in combination disclose or suggest a method wherein tracking software is utilized for monitoring user access to substantially non-commercial content, wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences. Thus, the presently claimed methods track user access to substantially non-commercial content related to the theme which is provided by the partner Web page, and not merely to simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Because all of the elements of claim 3 are not disclosed or suggested by the cited references, claim 3, as amended, is not obvious in view of Skinner, further in view of Percival. For the above reasons, and for the reasons, the Applicants respectfully request withdrawal of the rejection of claim 3 under 35 U.S.C. §103(a).

**V. Rejection of Claim 6 Under 35 U.S.C. 103(a)**

The Examiner rejected claim 6 as being unpatentable over Knapp et al., US Patent No. 6,769,010 further in view of Barzilai et al., U.S. Publication No. 2002/0029201, under 35 U.S.C. 103(a).

Claim 6 depends from claim 5 and is directed to a method of adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site comprising substantially non-commercial content provided by the partners dedicated to a theme, the IWR site comprising partner Web pages, wherein the host Web site is accessible by users, each partner providing at least one partner Web page comprising substantially non-commercial content related to the theme of the IWR site accessible by links from the host Web site, wherein at least some of the partners are retailers offering products whose sale via the IWR site brings commissions to the host. The method comprising the steps of receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site; obtaining agreement from the candidate retail partner to abide by a stated policy, wherein the candidate retail partner agreeing to abide by a stated privacy policy, to abide by a suitable return policy for the protection of customers, and to provide searchable product information that can be screened or sorted by the host during a user product search according to predetermined user preferences relative to at least one of price and manufacturer identity; reviewing the Web site of the candidate retail partner to determine if the substantially non-commercial content does not violate substantially non-commercial content criteria for IWR partners; and joining the candidate retail partner to the IWR

site if the candidate retail partner has met the requirements of obtaining and reviewing steps and by means of a contract identifying payment procedures and responsibilities of both the retail partner and the host.

Knapp et al., described above, disclose an apparatus for distributing information over a network, where in one embodiment advertising revenue or access revenue obtained from the website (host) are shared with the contributor (partner). Knapp et al. do not disclose a method wherein partners offering products whose sale via an integrated web ring brings commissions to the host.

Barzilai et al. disclose a method of exchanging information between parties wherein a privacy policy agreement is utilized between an online buyer and seller that specifies the disclosure of information of the parties. See Barzilai et al., paragraphs [0053] and [0055]. Barzilai et al. also disclose that the comparison of prices and terms among multiple online vendors. See Barzilai et al., paragraph [0005].

Neither Knapp et al. nor Barzilai et al. individually or in combination disclose or suggest a method wherein partners offering products whose sale via an integrated web ring brings commissions to the host.

Because all of the elements of claim 6 are not disclosed or suggested by the cited references, claim 6, as amended, is not obvious in view of Knapp et al., further in view of Barzilai et al. For the above reasons, and for the reasons, the Applicants respectfully request withdrawal of the rejection of claim 6 under 35 U.S.C. §103(a).

In view of the foregoing, favorable reconsideration and allowance of claims 1-20 is requested. The Applicants wish to expedite prosecution of this application. If the Examiner deems

the claims as amended to not be in condition for allowance, the Examiner is invited and encouraged to telephone the undersigned to discuss making an Examiner's amendment to place the claims in condition for allowance.

Applicants do not believe that a fee is due in connection with this response. If, however, the Commissioner determines that a fee is due, he is authorized to charge Deposit Account No. 19-1345.

Respectfully submitted,

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